

**CLAIMS**

1. A method for selective demetallization of a web material, comprising;
  - 2 providing a web material having thereon an preplaced image and a registration mark and coated with a metal film;
  - 4 conveying said web material to a demetallization station comprising a demetallization roll including indexing means for adjusting location of said demetallization roll;
  - 6 prior to passage of said web material through said demetallization station, observing said registration mark with observation means and in response to such observation causing said indexing means to move said demetallization roll to align said demetallization roll to be in register with said web material; and
  - 8 passing said web material through said demetallization station with said image in register with said demetallization roll;
  - 10 whereby predetermined portions of said metal film are removed or thinned to create or reveal visual elements of said web material in registration with said image .
2. A method as in Claim 1 wherein said image is placed by printing or optical image formation.
3. A method as in Claim 2 wherein placement comprises embossing, casting or injection molding.
4. A method as in Claim 2 wherein said printing comprises flexographic, offset, rotogravure, letter printing.
5. A method as in Claim 2 wherein said optical image formation comprises formation of holographic, optical variable device, diffractive, dot-matrix, computer-generated holographic or computer-generated optical images.

6. A method as in Claim 1 wherein said image on said web material is  
2 formed prior to metal coating by a flexographic, offset, rotogravure, letter press  
printing or holographic embossing process.

7. A method according to Claim 1 further comprising adhering said  
2 demetallized web material to a second web material having discrete areas of  
images thereon using of adhesive between the materials, and thereafter  
4 adhesively transferring in registration said areas of images from said second web  
material to said demetallized web material by a cold foil stamping process.

8. A method according to Claim 1 wherein said demetallization reveals  
2 designs or patterns hidden in the original images on the web.

9. A method as in Claim 1 wherein said demetallization causes the  
2 appearance of a moiré pattern on the face of said web material.

10. A method as in Claim 1 wherein said demetallization removes metal from  
2 an area adjacent to but not covering said image.

11. A method as in Claim 1 wherein said web comprises a continuous roll of  
2 film or paper containing holographic, diffractive, optical variable images or  
patterns, optically computer-generated holograms, holographic or diffractive dot-  
4 matrix images or patterns, or non-holographic images or patterns.

12. A method as in Claim 1 wherein said web material comprises film or  
2 paper.